Webcast Metrics®

Measurement Basics

Presented By Hugo Martel

May, 2019

Introduction

This webinar will

- Provide you with more information around the importance of standards in the digital audio measurement space

- Increase awareness on today's challenges in measurement of digital audio and therefore increase participation in upcoming technical webinar

Agenda

- Overview of Triton Digital's Webcast Metrics Measurement Services

- Overview of Measurement Standards & Guidelines

- Understanding Log-based vs. Client-side Measurement

- What it Means "To Listen"

- Overview of Common Challenges in the Digital Audio Industry

Triton Digital's Measurement Services

Webcast Metrics

- The Webcast Metrics measurement service is the industry standard for online audio consumption. It provides credible, validated data that enables audio publishers around the world to analyze the consumption of their audio content by daypart, device type, geography and more. It measures any type of audio content (Live radio, on-demand, podcast, etc.)

Webcast Metrics Local

- Webcast Metrics Local is a market-specific version of the Webcast Metrics, enabling publishers to quantify their digital audience at the local level, and to share those metrics with media buyers via their stewardship systems.

TRITON webcastmetrics

Triton Digital's Measurement Services

Monthly Rankers

- The Webcast Metrics Rankers are a listing of the top performing digital audio publishers and networks
- Publishers are ranked globally, and in three regions: US, LATAM, & EMEA

Podcast Metrics

- Our Podcast Metrics measurement product provides insightful data into the consumption of podcast content, including downloads, listeners, geo, episodes and more.

TRITON webcastmetrics

Standards & Guidelines

- MRC Minimum Standards for Media Rating Research (link)

- MRC Digital Audio Measurement Standards (link)

- MRC Invalid Traffic Detection and Filtration Guidelines Addendum (link)

- MRC Digital Audience-Based Measurement Standards (link)

- IAB Audience Reach Measurement Guidelines (link)

Podcast Guidelines:
- IAB Podcast Measurement Guidelines V2 (link)

TRITON webcastmetrics

Minimum Standards for Media Rating Research

The basis of all MRC Accreditation

Ethical and Operational Standards
Quality Control, Documentation, Internal Audit, Processes

Disclosure Standards
Declaration of Methodology, Footnotes, Transparency, Data Retention, and JoC

Electronic Delivery & Third-Party Processor Supplementary Standards
Access Controls, Altering of Data, Re-Issuance

Digital Audio Measurement Standards

Released in January 2018

- Covers ad and content audience measurement

- The standard suggests to use client-side measurement vs. server logs

  Requires evidence on the accuracy of the approach

  Listening session times shall match exactly what appears in session logs

  Stop, Pause & Mute actions shall be taken into consideration

  Prefetch, duplicates & other phantom streams shall be removed from measurement

  Auto-Play and Auto-Refresh are not encouraged

TRITON webcastmetrics
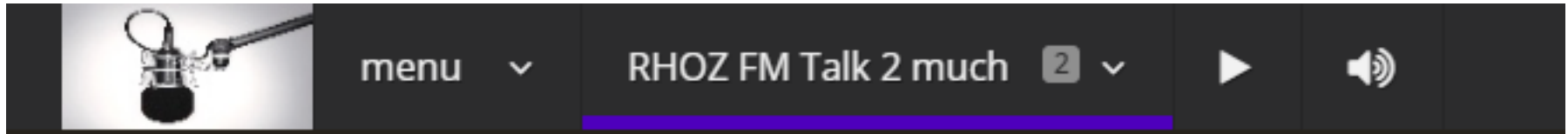
Digital Audio Measurement Standards

Brings the Concepts of ACS, ACS-QH, AQH-D, AQH-S

i.e.

AQH-D: Traditional AM/FM broadcasters or digital pureplay organizations may desire to report AQH (if planning & buying are consistently applied at the quarter hour level) for streams that include simulcast broadcast content but with dynamic advertising.

These metrics refer to the concept of Average Listeners in a period of time.

They are the digital equivalent to AQH or AMA.

Measured with precision at the second level, they are equivalent of Triton Digital's AAS metric within the WCM service

Webcast Metris kept AAS for the purposes of apples-to-apples comparison of all types of delivery on the same basis.

Invalid Traffic Detection & Filtration

General IVT
Invalid traffic identified via list-based filtration, lack of data filtration, or activity based filtration.

Examples include:

- Traffic from Data Centers

- Traffic from known bots and spiders

- Traffic from monitoring tools or aggregator stream checks

- Traffic detected as suspicious from it's kind of activity

- Any form of duplicate sessions

- Any form of pre-fetch and/or pre-loads

Log-Based vs Client-Side Measurement

Log Collection (LC)	Listener Tracking (LT)
CDN server logs shared from the CDN to Triton Digital. Triton normalizes the information before it can be used for Webcast Metrics	HTTP calls by web player and application. Ping-based protocol, calling back Triton servers every minute and at pause/stop .
The quality of the logs depends on the CDN, the protocol (Shoutcast vs HLS), the player,& the OS.	Requires integration on many platforms: Web, Mobile, OTT, Smart Speakers, etc.
Requires sync between user actions and streaming servers to be accurate	Requires sync between user actions and player implementation of the LT protocol
Limits usage of buffering and pause/rewind/resume functions for live content	Allows usage of pause, rewind, resume functions
Doesn't support on-demand content in progressive download	Suited for live or on-demand content (music, podcasts, etc.)

TRITON webcastmetrics

What It Means "To Listen"

For a listening session to be counted in Webcast Metrics (AAS, TLH, SS, AS, CUME), it needs to be listened to by at least one person, for the whole duration of the session.

Examples of what shouldn't be counted

- Buffering time

- Players that keep running without human interaction

- Muted streams

- Monitoring traffic

Common Challenges in the Digital Audio Space

Example 1: "Perfect case"

- Listener starts a session at 2:00:00 PM and stops it at 2:06:00 PM

- Streaming server session logs:
  A 6-minute session, from 2:00:00 to 2:06:00

Common Challenges in the Digital Audio Space

Example 2: "Multi Streams"

- Session starts at 2:00:00 PM, stops at 2:06:00 PM

- Streaming server session logs:
  A 6-minute session from 2:00:00 to 2:06:00 (An invalid prefetch call)
  Another 6-minute session, 2:00:01 to 2:06:00 (The valid one)

Why 2 sessions?
The OS takes control of the playback, but the browser also opens the audio stream (file).

Although we have procedures in place to invalidate this type of traffic, we expect players to address the issue as well.

TRITON webcastmetrics

Common Challenges in the Digital Audio Space

Example 3: "Stream doesn't stop until the App or browser is closed"

- Publisher App (or web player)

- Session starts at 2:00:00 PM, stops at 2:06:00 PM, App closes at 2:10:00 PM

- Streaming server session logs:
    A 10-minute session from 2:00:00 PM to 2:10:00 PM

Why an extra 4 minutes?
The Stop didn't stop the stream, so the streaming server isn't aware and can't log the information.

TRITON   webcastmetrics

Common Challenges in the Digital Audio Space

Example 4: "Pause and buffering"

- Session starts at 2:00:00 PM, pauses at 2:01:00 PM, resumes at 2:10:00 and stops at 2:12:00 PM

- Streaming server session logs:
  A 12-minute session from 2:00:00 PM to 2:12:00 PM

Why an extra 9 minutes?
The player buffers the stream, and doesn't inform the streaming server.

TRITON webcastmetrics

Common Challenges in the Digital Audio Space

Tests & Certifications:

• Triton performs a series of tests on applications and web players

• We will work with publishers and player developers to have these tests completed as early as possible

TRITON webcastmetrics

What's Next?

We invite you to join us for a follow-up webinar that will discuss these challenges in more detail.

The Implications of MRC Measurement Standards on Webcast Metrics Implementations

Tuesday, May 21st @ 10am ET
Wednesday, May 22nd @ 4pm ET

https://register.gotowebinar.com/rt/3153058898647081731

Thank you!

Hugo.Martel@TritonDigital.com

www.TritonDigital.com